

LEANDRO VALIATI

PROFESSIONAL SUMMARY

Originally full Professor (tenured) of Economics and International Relations at the Federal University of Rio Grande do Sul (UFRGS), top-ranked public HEI of Brazil, directed for 5 years the Economy of Culture and Creative Industries MBA. Founded and directed the Centre of Creative Industries and Cultural Economics (NECCULT), from 2014 to 2020, being responsible for international agreements involving partnership in research, outreach and training with the University of Valencia (Spain), Erasmus University of Rotterdam (Netherlands), Queen Mary University of London (UK), Labex - ICCA of Paris 13 University - Sorbonne (France) and University di Torino (Italy). In this project has led 40 scholarship students and 15 professors involved in different projects, generating relevant outcomes (15 large-scale research projects; 10 international conferences; 12 books and an electronic platform platform). Recognized, in 2018 as Exceptional Talent and Global Leadership in Creative Industries by the British Academic (UK) and awarded, in the same year, with the Newton Advanced Fellowship by the British Academy (2018-2020). Currently holds a position of: Associate director and professor in the Master of Arts and Cultural Management (International University of Catalunya – Barcelona); visiting professor and Senior Researcher at Peoples Palace Projects - Queen Mary University of London; visiting professor at Labex-ICCA (Sorbonne, Paris 13). Also, is board member of relevant British institutions for Creative Industries (such as Policy and Evidence Centre for Creative Industries – NESTA/AHRC and Global Policy Institute QMUL).

EDUCATION

- **PhD post-doc Research Fellow**, Economy of Creative Industries, LABEX-ICCA Sorbonne University France, 2017 - 2018.
- **Ph.D.** Economics (Business) Sciences, Federal University of Rio Grande do Sul (UFRGS), Brazil, 2009 – 2013.
- **M.A.** Urban Planning and Development, Federal University of Rio Grande do Sul (UFRGS), Brazil, 2007 – 2009.
- **B.A.** Economics, Federal University of Rio Grande do Sul (UFRGS), Brazil, 2001 – 2006.

ACADEMIC EMPLOYMENT

- **Visiting Professor and Senior Research Associate - People's Palace Projects**, Queen Mary University of London (UK), Humanities and Social Sciences, since 2017.
- **Visiting Professor in Economy of Culture – Network Centre of Creative Industries**, Queen Mary University of London (UK), Humanities and Social Sciences, since 2017
- **Senior Policy Fellow**, Global Policy Institute, Queen Mary University of London (UK). 03/2020-02/2023.
- **Associate Director and Professor**, Universitat Internacional de Catalunya (Spain). Official Master in Arts and Cultural Management, since 2019.
- **Professor**, Università Degli Studi di Torino (Italy) - Creative Industries and Development Chair - Master in World Heritage and Cultural Projects, since 2018.
- **Visiting Professor**, Paris XIII University, Sorbonne (France), Labex – ICCA (Industries Culturelles et Création Artistique), since 2017.
- **Visiting Researcher**, Universitat de Valencia (Spain), Nucleo de Economia de la Cultura, (ECONCULT), since 2014.
- **Full Professor**, Federal University of Rio Grande do Sul (Brazil), Economics and International Relations Faculty, undergraduate and graduate programs in Economics, since 2013.
- **Director**, Centre of Creative Industries and Economy of Culture (NECCULT), Federal University of Rio Grande do Sul (Brazil), 2014 – 2019.
- **Director**, MBA Economy of Culture and Creative Industries, Graduate Program in Economics (PPGE), Federal University of Rio Grande do Sul, 2013 – 2018.
- **Consultant** (Creative Industries), Organization of Iberian-American States (OEI), 2010-2011.

- **Consultant** (Creative Industries), United Nations Educational, Scientific and Cultural Organization (UNESCO) 2011-2012.
- **Lecturer and executive assistant manager** – Economy of Culture MBA, Postgraduate Program in Economics (PPGE) – Federal University of Rio Grande do Sul, 2009 – 2013.

TEACHING EXPERIENCE

Undergraduate courses

- **Creative Industries, Culture and Development.** Faculty of Economics and International Relations, Federal University of Rio Grande do Sul (Brazil), since 2014.
- **International Economics and Creative Industries.** Faculty of Economics and International Relations, Federal University of Rio Grande do Sul (Brazil) 2013 – 2017.

Master's and PhD courses

- **Creative Industries, Culture and Development.** Economics of Development, Faculty of Economics and International Relations, Federal University of Rio Grande do Sul (Brazil), 2013.
- **Creative and Cultural Industries Chair,** Master in Arts and Cultural Management, Universitat Internacional de Catalunya (Spain), 2019.
- **Creative and Cultural Industries Chair,** Master in World Heritage and Cultural Projects, Università Degli Studi di Torino (Italy), 2018.

RESEARCH PROJECTS

- **Principal-Investigator:** Informal work in Creative Industries under the stress of pandemic. Short term grant. Budget: £5,000 Funder: British Council – UK.
- **Co-Investigator,** Emergency Exit: Looking beyond lockdown to understand how UK arts organisations can continue to support young people's wellbeing during COVID-19. Budget £328,000. Funder: AHRC, Dec 2020- Dec 2021.
- **Co-Investigator,** Roots of Resilience: a participatory approach to mapping, measuring and mobilizing cultural heritage in Brazil's Iron Quadrangle. Budget £128,000. Funder: Arts and Humanities Research Council – UK.
- **Principal Investigator,** Creative places and social territories in London, Paris and Barcelona. Mapping of arts organisations in Hackney, Saint Denis and Poblenou understanding the local recent urban transformations in terms of social inclusion, gentrification and touristification. A partnership between QMUL, Sorbonne and UIC Barcelona, Nov 2020 – Nov 2022.
- **Principal Investigator,** Evaluation of Impact of Leon Cinema in Minas Gerais. Budget: £40,000. Funder: Brazilian National Bank of Development (competitive), Jan 2020 - Aug 2020.
- **Principal Investigator,** Data Panel for Creative Industries in Brazil. Budget -££. Funder: Itaú Cultural Foundation (non-competitive), Oct 2019 – Jan 2021.
- **Co-Investigator,** Mapping of West Bengal Creative Industries: the case of Durga Puja Festival. Budget: £50,000. Funder: British Council India (competitive), Oct 2019 – Mar 2020.
- **Co-Investigator,** Beyond Exchange: raising the value, increasing flow and ensuring the socio-economic impact of arts & cultural resources in peripheral territories. Budget: £60,000. Funder: Arts and Humanities Research Council UK (competitive), Feb 2019 – June 2020.
- **Principal Investigator,** Baseline of entrepreneurial activities in Creative Industries and Social Vulnerability in Brazil – DICE Program. Budget: £50,000. Funder: British Council (competitive), Nov 2018 – Nov 2019.
- **Principal Investigator,** Brazilian Approach of the French Model on Cultural Policy: institutional dynamics, government budget and the regulation of economy on culture. Budget: € 80.000. Funder: LABEX-ICCA, Sorbonne, Paris 13 (non-competitive), Nov 2017 – Nov 2019.
- **Principal Investigator,** Newton Advanced Fellowships, for “Counting Culture: what do we need to know about how Creative Industries can deliver equitably, just and sustainable development in Brazil and the UK?”. Budget: £67,700. Funder: British Academy (competitive), Sep 2018- Feb 2021.

- **Co-Investigator**, ESCR Global Challenge Funding, for Building the barricades: Three interdisciplinary studies on Mental Health and Substance Use Disorders in the context of armed violence in Brazil. Co-Investigator in Cultural Consumption studies. Budget: £967,000. Funder: Economics and Social Sciences Research – ESRC - UK (competitive), Jun 2018 – Jun 2021.
- **Co-Investigator**, AHRC Cultural Value Follow-On award, for ‘Relative Values’. Budget: £96,729. Funder Artes and Humanities Research Funding (non-competitive), Aug 2017 - Jul 2018.
- **Co-Investigator**, AHRC, Translating Cultures Innovation award (GCRF), ‘The Currency of Cultural Exchange: re-thinking models of indigenous development’. Budget: £ 99,974. Funder: Arts and Humanities Research Council – UK (competitive), Nov 2016-May 2018.
- **Principal Investigator**, Audiovisual Productive Arrangement Development Plan. Budget: £ 99,974. Funder: Secretary of Culture of Rio Grande do Sul (Brazil) (non-competitive), May 2014 – May 2015.
- **Principal Investigator**, Entrepreneurship and new models of business on Creative Industries: music, fashion and audiovisual. Budget: € 15.000. Funder: Brazilian National Council of Research (CNPQ) (competitive), Feb 2014 – Aug 2016.
- **Principal Investigator**, Platform of Indicators on Cultural Funding: Toolkit. Funder: Brazilian Ministry of Culture. (non-competitive), Aug 2015 – Aug 2017.
- **Principal Investigator**, Territorial Development and Strengthening of Creative Economy in Brazil (Studies about Policy and new business models in the creative industries) and Economic Atlas of Creative Industries. Budget €1.300.000. Funder: Brazilian Ministry of Culture (non-competitive), Jan 2015 – Jan 2019.

AWARDS

- British Academy (UK), Exceptional Talent and Global Leadership in Creative Industries recognition, 2018.
- Jabuti Prize, category “Book in Creative Industries”, Brazil Chamber of Books, 2018.
- Audiovisual and Cinema Research Award, Brazilian Ministry of Culture, 2011.
- Cultural Economics Research Award, Caixa RS Bank (CORECON), 2007.

INSTITUTIONAL AFFILIATIONS

- **Senior Fellow**, Global Policy Institute, Queen Mary University of London, UK, 2020-2023
- **Advisory Board**: Policy & Evidence Centre for Creative Industries - NESTA – UK, 2019 - 2023.
- **Panel Evaluator**, AHRC (Arts and Humanities Research Council) – UK, 2018
- **Advisor**, Cultural Center Itaú Bank, International Call - Funding Research Projects, since 2016.
- **Advisor**, Ministry of Culture – Argentina, Creative Industries Program, since 2016.
- **Board Member**, Executive Board of Satellite Cultural Account on Brazil, Brazilian Institute of Geography and Statistics (IBGE) – Brazil, Ministry of Culture, 2012 – 2015.
- **Advisor**, Ministry of Culture – Brazil, Cultural Economics and Creative Economy Programs, since 2010.

INVITED TALKS IN ON-SITE CONFERENCES

- **Paris (France)**, Cultural Policy, what’s new?, MSH Nord, 2020.
- **Beirut (Lebanon)**, Cultural Entities Operating in Crisis Contexts, Antwark, 2020.
- **Valdivia (Chile)**, Magna Closing Lecture, Seminario Ibero Americano Economia de La Cultura, 2019.
- **São Paulo (Brazil)**, Center of Reference of Creative Industries, CIs in Brazil, 2019.
- **London, Cardiff, Manchester and Glasgow (UK)**, QMUL, Arts One: “Challenges for Creative Industries in the XXI century.”, 2019.
- **Manchester (UK)**, HOME: “Measuring and Increasing Value of Culture”, 2019.
- **London (UK)**, Tate Modern: “The art of Cultural Exchange in an Economic point of view.”, 2018
- **Rio de Janeiro (Brazil)**, Museum of Tomorrow: “Rethinking Economic Development.”, 2018.
- **Rotterdam (NE)**, Erasmus University, Global South Summit: “Culture and Development”, 2018.
- **Manchester (UK)**, University of Manchester: “Relative Values”, 2018.
- **London (UK)**, QMUL: “Relative Values: multidimensional Economic Value of the Culture.”, 2018.

- **London(UK)**, The Stour Space (Hackney): “The value of culture in indigenous communities.”, 2018.
- **Paris (France)**, MSH Nord: “Policies for Creative Industries Funding”, 2018.
- **London (UK)**, Network Centre: “Creative Economy and Economic Development”, 2018.
- **São Paulo (Brazil)**, MASP: “The value of Culture.”, 2017.
- **Valencia (Spain)**, University of Valencia: “Public funding for Culture and the Brazilian Case.”, 2017.
- **London (UK)**, Kings College of London: “Economy, Culture and Development”, 2016.
- **Paris (France)**, Sorbonne Summer School: “Culture and Economic Development”, 2016.
- **Buenos Aires (Argentina)**, Ministry of Culture “Creative Industries and Development”, 2016.

PUBLICATIONS

Books, chapters and research reports

- VALIATI, Leandro; SARON, Eduardo. Creative Intensity, Culture and new pathways to the Brazilian development. In: *Creativity Culture and Capital Impact investing in the global creative economy* London: 2021. Fundación Compromiso, NESTA and Upstart Colab. *Non-indexed Book*.
- VALIATI, Leandro; Heritage, Paul. Relative Values. AHRC, 2020
- VALIATI, Leandro; Heritage, Paul. Counting Culture, British Academy, 2020.
- VALIATI, L.; et al.; Audiovisual demand in Brazil *. In: *Audiovisual consumption in Brazil*. 1 ed. Porto Alegre: Editora da UFRGS, v. 1, p. 352-358, 2018. *Indexed book reviewed by editorial board*.
- VALIATI, L (ed.). *Cultural Economics: statistics and indicators for development**. São Paulo: Itaú Cultural, 2018. *Indexed review*.
- VALIATI, L. *Cultural Economics: a theoretical survey**. Itaú Cultural Review, v. 1, p. 19-23, 2018. *Indexed review*.
- VALIATI, L. (ed.) et al.; *Economic Atlas of Brazilian Culture**. Porto Alegre: Editora da UFRGS, 2017. *Indexed book reviewed by editorial board*.
- VALIATI, L (ed.). *Creative Economy, Culture and Public Policies**. Porto Alegre, Editora da UFRGS, 2016. *Indexed book reviewed by editorial board*.
- VALIATI, L.; HENKIN, H.; PAES, L. Mapping of Federal System of Cultural Incentive in Brazil * In: Valiati, Leandro; Moller, Gustavo. (ed.). 1 ed. Porto Alegre: UFRGS v. 1, p. 252-266, 2016. *Chapter in indexed book reviewed by editorial board*.
- VALIATI, L.; CUNHA, A. M.; BICHARA, J.; PRATES, D. M. Economic impacts of creative economy with emphasis on international trade* . In: Valiati, Leandro; Moller, Gustavo. (ed) 1 ed. Porto Alegre: UFRGS, v. 1, p. 96-125, 2016. *Chapter in indexed book reviewed by editorial board*.
- VALIATI, L.; IBRAM, I. B. M. Museums and Economic Dimension – from the production chain to the sustainable management* . Brasília: Instituto Brasileiro de Museus - Coleção Museu Economia e Sustentabilidade. (National Brazilian Institute of Museums), 2015. *Research Policy Report*.
- VALIATI, L. Economy of Culture as a tool and basis for cultural policy. The meshes of Culture*. São Paulo: Ateliê Editorial, 2013. *Book for Scientific Dissemination*.
- VALIATI, L, WINK JUNIOR, M.V. Creative Industry in Rio Grande do Sul: theoretical overview and empirical evidence*. (Porto Alegre: editora FEE, 2012. *Indexed book reviewed by editorial board*.
- VALIATI, L. et al. Economical science and multidisciplinary reality: challenges in value definition, private-public relations and globalization process*. Identity and differences: philosophy and its interfaces. Caxias do Sul: Editora da Universidade de Caxias do Sul, 2011. *Book for Scientific Dissemination*.
- VALIATI, L. Economics, Culture and Creativity: from fundamental questions to indicators’ importance*. Brazilian guide to cultural production. (Guia Brasileiro de Produção Cultural). São Paulo: Edições SESC-SP, 2011. *Book for Scientific Dissemination*.
- VALIATI, L. Economy of Culture and Cinema+. (Economia da Cultura e Cinema). São Paulo: Ecofalante, 2010. *Indexed book reviewed by editorial board*.
- VALIATI, L. Economics and culture: value formation and the construction of consumption and cultural practices places. Cultural Policies: dialogues and trends *. Políticas Culturais: Diálogos e Tendências). Rio de Janeiro: Edições Casa de Rui Barbosa, 2010. *Book for scientific dissemination*.

- VALIATI, L (ed.). *Economy of Culture: economic welfare and cultural progress* * (Porto Alegre: Editora da UFRGS, 2007. *Indexed book reviewed by editorial board.*
- VALIATI, L., FLORISSI, S. *The funding issue: relationship between tax incentives and the management of public resources in the private decision of cultural inversion. Economy of Culture: economic welfare and cultural evolution* *. Porto Alegre: Editora da UFRGS, 2007. *Indexed book reviewed by editorial board.*
- VALIATI, L., FLORISSI, S., CORAZZA, R. I Project "Prospects for the Economy of Culture: an analysis model of the Brazilian case.". Campinas: Ministério da Cultura, 2011. *Research Policy Paper.*
- VALIATI, L. *Economy and Culture of Fashion in Brazil: a study to public policy.* São Paulo: Iniciativa Cultural, 2011. *Research Policy Paper.*

Peer-Reviewed Journal Articles

- Cruz MS, Sousa Silva E, Krenzinger M, Valiati L, Gonçalves DM, Vasconcellos MTL, Villar LM, Priebe S et al. Study protocol of personal characteristics and socio-cultural factors associated with mental health and quality of life of residents living in violent territories. *BMC Psychiatry* vol. 20, 2020.
- VALIATI, L; MORRONE, H. Structural change as a transformation in production chains: the case of culture in Brazil. *Nova Economia Review: UFRJ, Brazil*, 2020.
- VALIATI, L. PERFEITO, P. *Digitization and Brazilian Music Market: Notes About the Rising of Digital Aggregators in Digital Platforms and Cultural Industries.* Peter Lang: Bruxelles, Bern, Berlin, Frankfurt am Main, New York, Oxford, Wien, 2018.
- VALIATI, L.; CAUZZI, C. *Creative Industries and Development: an analysis of structured dimensions**. In: Valiati, Leandro; Moller, Gustavo. (ed.). *Economia Criativa, Cultura e Desenvolvimento.* 1ed. Porto Alegre: UFRGS, v. 1, p. 186-210, 2016.
- VALIATI L, CARDENAS, J. *Cultural and Creative Industries as determining qualified international flow trade in Latin America, 2001-2011.* ACEI Working Papers, 2015.
- VALIATI, L., FONSECA, P.C.D. *Institutions and Culture: Thorstein Veblen and Pierre Bourdieu's economic thought in dialogue.* *Iberian Journal of the History of Economic Thought.* Vol 1, p.1-17, 2014.
- VALIATI, L., WINK JUNIOR, M. V. *A study on location and participation in GVA of activities related to Creative Industries within the trade and manufacturing industry in Rio Grande do Sul (2007-2010) **. *Indicadores Econômicos FEE (Impresso).* Pg. 41:119, 2013.
- VALIATI, L., CORAZZA R., SABBATINI R. *Creativity, Culture and Innovation: a profusion of models and the reorientation of development challenge* *. (UNICAMP). p. 1:23, 2013.
- VALIATI, L. *Public incentive to culture by tax breaks from the perspective of interactions between private use and social benefits* *. *Business Review.* 1:37-62, 2006.

* Originally published in Portuguese.